

# ORDER



Orders	Order / Rev:	198391	
	Alt Order #:	06841633	
	Product Desc:	8/22-8/27 AMER. FOR PROSPERITY	
	Estimate:	304	
	Flight Dates:	08/22/12 - 08/27/12	
	Original Date / Rev:	08/14/12 / 08/30/12	
	Order Type:	REG	
	Primary AE:	Petry Philadelphia	
	Sales Office:	P-PHI	
	Sales Region:	Nat	
Agency	Name:	Mentzer Media Services	
	Buying Contact:		
	Billing Contact:		
	600 Fairmount Avenue		
	Towson, MD 21286		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	POL/Americans For Prosperity	
	Demographic:	A50+	
	Product Codes:	PL2	
	Priority:	P2	
	Revenue Codes:	AGY, POL, POL-ISS	
	New Business Thru:		
	Order Separation:	00:15:00	
	Advertiser External ID:	IN15077/IN15162/SP9358	
	Agency External ID:	IN2570/SP271/TO1326/AL2874/MO967	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	23	\$20,200.00	\$17,170.00
08/27/12	08/27/12	7	\$6,600.00	\$5,610.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$20,200.00	\$17,170.00	0.00
September 2012	7	\$6,600.00	\$5,610.00	0.00
Totals	30	\$26,800.00	\$22,780.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WAVY	35%	\$26,800.00
Market	100%	\$76,571.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$16,845.71
WT梓	0%	\$0.00
WVBT	5%	\$3,828.57
WVEC	38%	\$29,097.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/22/12	08/24/12	Today Show M-F	CM	7a-9a	-- WTF --	:30	3	\$1,800.00	P1	0.00	NM	3	\$5,400.00
TODAY SHOW															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 08/20/12	08/26/12	-- WTF --		3	\$1,800.00			0.00					
E 2	WAVY	08/22/12	08/24/12		CM	11a-12p	-- WTF --	:30	3	\$150.00	P3	0.00	NM	3	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Hampton Roads Show											
				Hampton Roads Show											
				HAMPTON ROADS SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-- WTF --	3	\$150.00	0.00						
E 3	WAVY	08/22/12	08/24/12	WAVY News 10 @ NoorCM		12p-1p		-- WTF --	:30	3	\$250.00	P2	0.00	NM	3 \$750.00
				News 10 @ Noon											
				NOON NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-- WTF --	3	\$250.00	0.00						
E 4	WAVY	08/22/12	08/24/12	WAVY News 10 @6p	CM	6p-630p		-- WTF --	:30	2	\$1,800.00	P1	0.00	NM	2 \$3,600.00
				News 10 @6p											
				6PM NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-- WTF --	2	\$1,800.00	0.00						
E 5	WAVY	08/22/12	08/24/12	LN M-F	CM	11p-1130p		-- WTF --	:30	2	\$1,800.00	P1	0.00	NM	2 \$3,600.00
				M-F News 10 @11											
				LATE NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-- WTF --	2	\$1,800.00	0.00						
E 6	WAVY	08/22/12	08/24/12	Tonight Show/Jay Leno CM		1134p-1237a		-- WTF --	:30	3	\$400.00	P2	0.00	NM	3 \$1,200.00
				Tonight Show w/Leno											
				TONIGHT SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-- WTF --	3	\$400.00	0.00						
E 7	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 7a	CM	7a-8a		-----S-	:30	1	\$800.00	P1	0.00	NM	1 \$800.00
				WAVY News 10 Sa 7a											
				SATURDAY AM NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-----S-	1	\$800.00	0.00						
E 8	WAVY	08/25/12	08/25/12	WAVY News 10 Sat 6p	CM	6p-630p		-----S-	:30	2	\$500.00	P1	0.00	NM	2 \$1,000.00
				WAVY News 10 Sat 6p											
				SATURDAY 6PM NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-----S-	2	\$500.00	0.00						
E 9	WAVY	08/25/12	08/25/12	Sa 7-8p	CM	7p-8p		-----S-	:30	1	\$300.00	P2	0.00	NM	1 \$300.00
				Sa 7-8p											
				ENTERTAINMENT THIS WEEK											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-----S-	1	\$300.00	0.00						
E 10	WAVY	08/26/12	08/26/12	WAVY News 10 Sunday CM		7a-8a		-----S	:30	1	\$800.00	P1	0.00	NM	1 \$800.00
				WAVY News 10 Sunday 7a											
				SUNDAY AM NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-----S	1	\$800.00	0.00						
E 11	WAVY	08/26/12	08/26/12	Meet the Press	CM	9a-10a		-----S	:30	1	\$1,500.00	P1	0.00	NM	1 \$1,500.00
				Meet the Press											
				MEET THE PRESS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/20/12	08/26/12	-----S	1	\$1,500.00	0.00						
E 13	WAVY	08/27/12	08/27/12	Today Show M-F	CM	7a-9a		M-----	:30	1	\$1,800.00	P1	0.00	NM	1 \$1,800.00
				Today Show M-F											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	M-----	1	\$1,800.00	0.00						
E 14	WAVY	08/27/12	08/27/12	Hampton Roads Show	CM	11a-12p		M-----	:30	1	\$150.00	P3	0.00	NM	1 \$150.00
				Hampton Roads Show											
				HAMPTON ROADS SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	M-----	1	\$150.00	0.00						
E 15	WAVY	08/27/12	08/27/12		CM	12p-1p		M-----	:30	1	\$250.00	P2	0.00	NM	1 \$250.00

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 Estimate: 304

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @ Noon															
News 10 @ Noon															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$250.00		0.00			
E 16	WAVY	08/27/12	08/27/12	WAVY News 10 @6p	CM	6p-630p				M-----	:30	1	\$1,800.00	P1	0.00 NM
News 10 @6p															
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$1,800.00		0.00			
E 17	WAVY	08/27/12	08/27/12	LN M-F	CM	11p-1130p				M-----	:30	1	\$1,800.00	P1	0.00 NM
M-F News 10 @11															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$1,800.00		0.00			
E 18	WAVY	08/27/12	08/27/12	Tonight Show/Jay Leno	CM	1134p-1237a				M-----	:30	1	\$400.00	P2	0.00 NM
Tonight Show w/Leno															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$400.00		0.00			
N 19	WAVY	08/26/12	08/26/12	Madden NFL Pigskins PGM		Madden NFL Pigskins Pro-----S				:30	1	\$800.00	P3	0.00 NM	
Madden NFL Pigskins Pro															
MKGD FROM 6841060															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----S		1				\$800.00		0.00			
N 20	WAVY	08/27/12	08/27/12	Today Show 2	CM	9a-10a				M-----	:30	1	\$300.00	P2	0.00 NM
Today Show 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	WAVY	08/27/12-09/02/12	Today Show 2			9a-10a				M-----	:30	\$400.00	0.00	NM	
Totals													30	\$26,800.00	